

AGENDA



Thursday, October 23, 2008

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 41**

Subject: Authorize award and execution of a 24-month requirements service contract with LOMA Media LLC, Austin, TX for marketing services to promote the Austin Safe Routes to School Program in an estimated amount not to exceed \$288,000.

Amount and Source of Funding: Funding in the amount of \$288,000 is available in the Fiscal Year 2008-2009 Special Revenue Fund of the Health and Human Services Department through the Safe Routes to School, Non-Infrastructure Plan Implementation Grant from the Texas Department of Transportation.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Wilbur Jones, Buyer I, 972-4013

Purchasing Language: Best evaluated bid of five bids received.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

Beginning in March 2008, the Austin Safe Routes to School (SRTS) Project received funding in the amount of \$567,132 which will run through October, 2010.

This contract will provide marketing services to promote the SRTS Program. The SRTS Program is intended to encourage children, including those with disabilities, to walk or bicycle to school safely. By making walking and biking to school safer, injuries and deaths will be prevented while also making walking and riding to school more appealing. SRTS projects and activities increase physical activity and reduce traffic and associated fuel consumption and air pollution in the vicinity of ten targeted primary and middle schools.

Under this contract, the vendor will develop media advertisements that will run on Capital Metro buses as well as television, radio, and billboards located in the targeted elementary school neighborhoods. The advertisements will be produced in both English and Spanish.

The targeted schools for this project are Sanchez Elementary, Metz Elementary, Zavala Elementary, Martin Junior High, Harris Elementary, Andrews Elementary, Blanton Elementary, Pearce Middle School, Wooten Elementary, and McBee Elementary. MBE/WBE Solicited: 46/36 MBE/WBE Bid: 2/1

PRICE ANALYSIS

- a. Adequate competition.
- b. 355 notices were sent including 46 MBE and 36 WBE.
- c. Five bids were received including two MBEs and one WBE.

APPROVAL JUSTIFICATION

- a. Best evaluated bid.

- b. The Purchasing Office concurs with the Health and Human Services Department recommended award.
- c. Advertised in the Austin American-Statesman and on the internet